



Australian Government

BSBADV403 Monitor advertising production

Release: 1

BSBADV403 Monitor advertising production

Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 1.0.

Application

This unit describes skills and knowledge required to oversee, monitor and report on pre-production, production and post-production work for advertisements.

It applies to individuals in an entry-level position in media planning, media buying, account or advertising management within an advertising team or media organisation, who monitor the advertising production process.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

Unit Sector

Business Development – Advertising

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1 Oversee pre-production work	1.1 Confirm printing, print production, electronic production specifications, schedule, budget, supplier/s and resource requirements for pre-production activities 1.2 Monitor pre-production activities against scheduling and budgetary requirements and report likely overruns for action and approval in accordance with organisational policies and procedures 1.3 Estimate affect of any delay in pre-production and make recommendations to re-schedule activities to meet pre-production schedule in accordance with organisational policies and procedures
2 Oversee production processes	2.1 Confirm specifications, production schedule, budget, supplier/s and resource requirements

ELEMENT	PERFORMANCE CRITERIA
	2.2 Monitor progress against production schedule and identify likely variations in accordance with organisational policies and procedures 2.3 Gain approvals from relevant persons for schedule variations to production budget allocations in accordance with organisational policies and procedures if required
3 Monitor post-production processes	3.1 Confirm specifications, schedule, budget, supplier/s and resource requirements for post-production activities 3.2 Monitor post-production activities against scheduling and budgetary requirements and report likely variations for action and approval in accordance with organisational policies and procedures
4 Produce monitoring reports	4.1 Produce monitoring reports which contain details of progress for pre-production, production and post-production activities 4.2 Produce monitoring reports which meet organisational requirements on language, format, content, and level of detail 4.3 Provide monitoring reports within required timeframe

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

Skill	Performance Criteria	Description
Reading	1.1-1.3, 2.1-2.3, 3.1, 3.2	Recognises and interprets industry specific textual information to determine and verify advertising requirements
Writing	1.1-1.3, 2.1, 2.3, 3.1, 3.2, 4.1, 4.2	Uses organised and logical structure and detailed language appropriate to audience and environment to prepare work-related reports/recommendations and confirm requirements based on a wide range of production information
Oral Communication	1.1, 1.3, 2.1, 2.3, 3.1	- Confirms production requirements with relevant personnel using specific and industry related terminology - Uses questioning and listening techniques to clarify and report requirements and expectations while conducting monitoring activities

Numeracy	1.2, 1.3, 2.3, 3.2, 4.3	- Interprets and analyses numerical information using mathematical calculations to estimate time needed against budgetary requirements
Navigate the world of work	1.2, 1.3, 2.2, 2.3, 3.2, 4.2	- Accepts responsibility for ownership of tasks and makes decisions on completion parameters - Takes personal responsibility for adherence to organisational policies and procedures in own work context
Interact with others	1.1, 1.2, 2.1, 2.3, 3.1	Uses a range of strategies to establish a connection with others to understand needs and, where necessary, refer to appropriate areas for further assistance
Get the work done	1.1-1.3, 2.1, 2.2, 3.1, 3.2, 4.3	- Sequences and schedules complex activities and monitors implementation - Takes responsibility for planning, sequencing and completing tasks to achieve required outcomes - Understands purposes, specific functions and key features of common digital systems and tools, and operates them effectively to complete routine tasks - Recognises and takes responsibility for addressing predictable and some less predictable problems in familiar work contexts

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBADV403 Monitor advertising production	BSBADV403B Monitor advertising production	Updated to meet Standards for Training Packages	Equivalent unit

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>

Assessment Requirements for BSBADV403 Monitor advertising production

Modification History

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Release 1	This version first released with BSB Business Services Training Package Version 1.0.

Performance Evidence

Evidence of the ability to:

- confirm specifications for production activities and monitor from pre-production through post-production
- produce reports on pre-production, production and post-production monitoring activities
- prepare recommendations to re-schedule activities in the event of production delays.

Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

Knowledge Evidence

To complete the unit requirements safely and effectively, the individual must:

- describe legal and ethical requirements of advertising industry
- explain principles of advertising related to marketing mix
- explain key provisions of relevant legislation, codes of practice and national standards affecting business operations
- describe ethical principles for advertising
- explain role/s of production personnel
- identify techniques and production processes for radio, television and cinema, print, and websites.

Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in the business development – advertising field of work and include access to:

- workplace information systems
- business technology, office equipment

- computer resources
- organisational policies and procedures
- relevant legislation and codes of practice
- pre-production and post-production schedules.

Assessors must satisfy NVR/AQTF assessor requirements.

Links

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